

H. Key Performance Indicators

The Key Performance Indicators (KPIs) included in Table 7 are specific measures that will be used to evaluate the Contractor's performance throughout the duration of the Pilot. The Key Performance Targets are desired outcomes for each KPI. Between month five and month six, the Agency and the Contractor may explore tying financial incentives to KPIs if mutually agreeable.

As part of the project management duties outlined in the Contractor's Obligations at Task 1(d), Contractor's performance will be reviewed on a monthly basis. The KPIs will be reviewed on a monthly basis for the duration of the Pilot at the first bi-weekly check-in meeting of each month, evaluating the previous month's KPIs. The Contractor and the Agency may work together to quickly make adjustments to the KPIs and grow ridership.

The Contractor's reporting responsibility is detailed in Section F. Task 1(d). If necessary, the Contractor and the Agency will work together to amend the Key Performance Targets to ensure that they are right-sized.

In the Quarterly formal evaluation, the Agency and the Contractor will bring the full project teams together to evaluate performance and define service adjustments or iterations if necessary.

Table 7.			
Project Goals	Key Performance Indicators for Via	Key Performance Targets for Via	Data Field Relied Upon
Improve mobility by increasing ridership for the Agency through Pilot service	Number of trips on Pilot service per week. A trip is defined by a passenger ride with unique origin and destination.	1,000 trips/week* *This ridership KPI is a joint target for Contractor and Agency, as Agency is taking lead on marketing	Aggregate number of trips taken on weekly basis for the month
Provide a reliable, high quality FLM customer experience.	Average actual amount of wait time	10 minutes or less	Averaged actual amount of wait time for all trips per month

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Project Goals	Key Performance Indicators for Via	Key Performance Targets for Via	Data Field Relied Upon
	Average ride feedback/rating	Average ride rating of 4.5	Average ride rating awarded by passenger of all trips per month (qualitative rating feedback will also be provided)
	Percent demand met	80%	Total completed trips divided by total valid requests
Increase vehicle utilization of FLM vehicles by aggregating multiple riders into single vehicles when possible.	Average trips per driver per hour. A trip is defined by a passenger ride with unique origin and destination.	2.5 trips per driver per hour	Number of trips completed per driver per driver hour
Ensure access for disadvantaged populations through ensuring the availability of a Limited English Proficiency enabled call center and ensuring the affordability of the service.	Percent demand met for users using call center, including LEP services	80%	For call center users: total completed trips divided by total valid requests
	Average wait times for trips dispatched through call center	10 minutes or less	Average actual wait times for all trips dispatched through call

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Project Goals	Key Performance Indicators for Via	Key Performance Targets for Via	Data Field Relied Upon
			center
	Number of trips paid for using pre-paid debit cards	Target to be set in month three	Number of trips paid for using pre-paid debit cards.
Ensure the availability and usability of an ADA-compliant Accessible Vehicle service.	Percent demand met for users who requested an ADA-compliant Accessible Vehicle	80%	For ADA riders: total completed trips divided by total valid requests
	Average actual wait time for users who requested an ADA-compliant Accessible Vehicle	10 minutes or less	Average actual wait time for all trips for users who requested ADA compliant Accessible Vehicle Service
Ensure cost efficiency to the Agency and the Contractor.	Average trips per driver per hour. A trip is defined by a passenger ride with unique origin and destination.	2.5 trips per driver per hour	Number of trips completed per driver per driver hour